



Processed Fruit and Vegetables in the Philippines

December 2025

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2025 DEVELOPMENTS

Marketing-led usage expansion supports value growth

INDUSTRY PERFORMANCE

Processed fruit and vegetables sees modest value growth in 2025

Del Monte's marketing initiative pushes at-home use of processed fruit and vegetables

WHAT'S NEXT?

Category expected to see steady gains backed by marketing and usage expansion

Health and wellness messaging gaining prominence

Sustainability initiatives will broaden gradually

COMPETITIVE LANDSCAPE

Del Monte Philippines consolidates leadership

Frozen processed potatoes attract attention, boosting sales for New Señorito

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Staple Foods in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Essential demand holds firm as innovation and digital reach expand

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INDUSTRY PERFORMANCE

Staple foods benefit from essential nature of categories

Digitalisation and collaborations shape development in 2025

Health and wellness trends remain highly impactful

WHAT'S NEXT?

Further growth forecast as government works to ease price pressure

Health concerns will continue to inform innovation

Players to increase investment in sustainability

COMPETITIVE LANDSCAPE

Purefoods-Hormel retains overall leadership through namesake brand

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